

### **REMARKS/ARGUMENTS**

Claims 1-4, 6-11, 13-15 and 24-28 are pending. Claims 5, 12 and 16-23 were previously canceled. Claims 15, 26 and 27 are objected to but would be allowable if rewritten in independent form.

Claim 24 is allowed.

The rejection of claims 1-4, 6-11, 13, 14, 25 and 28 as anticipated by U.S. No. 6,484,994 to Hokugoh is respectfully traversed. "To anticipate a claim, the reference must teach every element of the claim." MPEP § 2131. In the present case, Hokugoh does not meet this standard.

Hokugoh teaches a support device for supporting a display body on a horizontal surface. A middle cover 14 having a ring plate 53 is placed between a substrate 11 and an upper cover 15. The middle cover is allowed to pivot freely in the horizontal plane such that the display body can be rotated around a vertical axis.

Claims 1-4, 6-11, 13, 14, 25 and 28 call for exerting axial pressure on a radial flange to prevent a supporting arm from unwanted rotation relative to a mounting plate and a cover. According to the Office Action, the ring plate 53 of Hokugoh is equivalent to a radial flange, and the substrate 11 and upper cover 15 exert axial pressure on the ring plate to prevent unwanted rotation relative to the substrate and upper cover. However, this is not correct. As Hokugoh describes at column 4, lines 16-19, the ring plate 53 has two pivot stoppers 53a and 53b, which abut stopper 63 of the upper cover 15 to limit the pivoting of the middle cover 14. Pivoting is limited to 90 ° in the right and left direction. Thus, rotation is restricted by the stoppers and not by pressure on the flange.

As taught by Hokugoh at column 4, lines 7-13, the substrate 11 and the upper cover 15 are for restricting movement of the ring plate 53 in the vertical direction. This limits the ring plate from moving up-and-down but does not prevent rotation. Indeed, as described at column 4, lines 7- 13, the support device of Hokugoh is designed to allow the ring plate to be pivotable, but with movement in the vertical direction restrained.

Moreover, Fig. 4 of the Hokugoh reference shows that protruding portions 63 and 64 of the upper cover stop short of touching the ring plate 53 and therefore do not apply pressure to the ring plate. In fact, nothing in Fig. 4 suggests that axial pressure is supplied to the ring plate by the upper cover and substrate. This lack of axial pressure is understandable since Hokugoh's device is for supporting a display body on a horizontal surface. On such a surface, there is no need to apply axial pressure on the ring plate to prevent rotation since rotation is adequately limited by the force of gravity on the middle cover. Thus, nothing in the Hokugoh reference suggests that axial pressure is applied by the substrate and upper cover to the ring plate.

The Hokugoh reference does not show or indicate that the upper cover and the substrate exert axial pressure on the ring plate. Because Hokugoh fails to teach or suggest this element of the claims, claims 1-4, 6-11, 13, 14, 25 and 28 are not anticipated.

In view of the foregoing remarks, Applicant submits that the present application is in condition for allowance. A Notice of Allowance is therefore respectfully requested.

The Commissioner is hereby authorized to charge payment of any fees required associated with this communication or credit any overpayment to Deposit Account No. 50-0337. If an extension of time is required, please consider this a petition therefor and charge any additional fees which may be required to Deposit Account No. 50-0337.

Dated: August 17, 2006

Respectfully submitted,

A handwritten signature in dark ink, appearing to read "Miles Yamanaka", with a long horizontal flourish extending to the right.

Miles Yamanaka  
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